Šimon Leška

UX / PRODUCT DESIGNER • UX RESEARCH

PRAGUE / REMOTE

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> Over 9 years in UX, I've worked across many various projects mobile apps, large corporate websites, B2B products and complex data-heavy interfaces, as well as VR and AR projects. I combine research, data and experience to frame problems, test hypotheses and design solutions that work for both users and the business.

When I'm not working, you'll probably find me drawing, making music, writing poetry, cycling, or catching a movie.

EDUCATION

University of Huddersfield (UK) • Computer Game Design (BA Hons) **2011 – 2015**

SPŠG Hellichova **2007 – 2011**

CORE SKILLS / EXPERIENCE

English language
Fluent; BA Hons completed in the UK

UX/ UI
Experienced across the full UX/UI process, from framing problems including a heuristic analysis and setting the scope of the project through research, designing the information architecture, wireframing, prototyping and UI design to usability testing, QA and final handover.

Research & Testing
Test script writing, in-depth interviews, any kind of research the project needs including usability testing, creating interactive prototypes, eye-tracking user testing, card sorting, online surveys and A/B testing.

FEATURED CLIENTS

ŠKODA Auto | Amazon | Ford | innogy | Siemens | Nasdaq | Nescafé | VZP | Edenred | Korado | Komerční banka | Signal Festival

MY TOOLKIT

Design
Figma, Axure RP, Sketch, Adobe XD, Photoshop

Analytics
Google Analytics, Hotjar, Smartlook, RealEye (eye-tracking)

AI
ChatGPT, Claude and other AI-based tools for ideation, analysis, research support, rapid prototyping, UI design, coding

SELECTED PROJECTS

Nasdaq

Collaborated on the redesign of a complex stock trading platform including the redesign and management of Nasdaq's design system, also worked on simplifying complex workflows and to effectively show large amounts of financial data into a more intuitive user experience both on desktop and mobile.

innogy

Led the UX redesign of five major websites including innogy.cz and innogy24.cz (user portal), creating a massive design system from the ground up, combining interviews, online surveys, analytics, eye-tracking and usability testing with interactive Figma prototypes.

UNION Insurance

Led a major 5 months long UX research project combining interviews, Google Analytics analysis and surveys to identify opportunities for improving the company's overall digital experience.

Korado.cz

UX lead for website redesign, designing a mobile-first intuitive experience with a special heating selection guide.

Printscreen.cz 1st Place Online Tools 2019

Our design won 1st place in the Online Tools category, 2019 (conducted online interviews, usability testing, and high-fidelity prototypes).

innosvět mobile app 3rd Place EFFIE 2018

Our design won 3rd place at EFFIE 2018, now rated 4.7/5 stars on Google Play.

Mendel University in Brno

Full UX redesign of associated websites (Design including online surveys and complex Google Analytics / Hotjar diagnostics).

Signal Festival

Lead UX Designer for AR ART exhibition section of the Signal festival app (complete design oversight, UI design and usability).

WORK EXPERIENCE

UX Designer • **GETFOUND** (freelance) 2025–2026

UX Designer / researcher • **BOOTIQ** (freelance) 2024–2025

UX Design teacher • **IT Step Academy** 2023–2024

Product Designer • **OAK'S LAB** 2021–2022

UX Designer • **Brainz Immersive** (freelance) 2021

UX Designer • **Blueghost** 2019–2021

UX Designer • **Wunderman Thompson** 2017–2019

Game Designer • **Keen Software House** 2015–2016